

## **SYSTEM AND METHOD FOR BILLING FOR INTERACTIVE TELEVISION**

### **ABSTRACT OF THE DISCLOSURE**

A system and method for billing for interactive television (ITV) includes recording the content accessed by a consumer and the time of access to render an access record. The access record for each interaction with the ITV is stored in a consumer database. When it is time to bill the consumer for a period of usage of the ITV system, the access record for each interaction with the ITV system is retrieved from the consumer database. Access records which do not contain billable content are discarded and a billing list of access records that contain billable content is constructed. Accordingly, each consumer is billed based on his or her respective billing list.